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ABSTRACT

This booklet has been designed for use in the following areas: (1) As a data collection instrument providing a measure of media program development in the State of Wisconsin. As such, it will be used in conjunction with information from the earlier School Library Survey to provide state-level longitudinal data on school media programs; (2) As a planning device for use by the individual schools within Wisconsin in examining their current status, defining local needs, and establishing short-range and long-range goals for school media programs. "Planning for School Library/Media Programs, 1972-1975" is intended to provide local schools with a format for media needs assessment and a convenient vehicle for seeing where they are and where they're going in terms of both priorities and timelines; and (3) As a self-evaluative instrument for use by individual schools in monitoring the progress of their media program development. It also indicates to the local schools the criteria by which their media programs will be evaluated at the state level. (Author/NH)

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LI 004 307

Planning for School Library/Media Programs 1972-75

PLANNING FOR SCHOOL LIBRARY/MEDIA PROGRAMS, 1972–1975

INTRODUCTION

Planning for School Library/Media Programs, 1972–1975 is intended to serve as a multi-purpose instrument. It has been designed for use in the following areas:

1. As a data collection instrument providing a measure of media program development in the State of Wisconsin. As such, it will be used in conjunction with information from the earlier School Library Survey to provide state-level longitudinal data on school media programs. The Department of Public Instruction will use the information in anticipating and planning for the development of school libraries and in allocating Elementary and Secondary Education Act (ESEA), Title II funds.

2. As a planning device for use by the individual schools within Wisconsin in examining their current status, defining local needs, and establishing short-range and long-range goals for school media programs. *Planning for School Library/Media Programs, 1972–1975* is intended to provide local schools with a format for media needs assessment and a convenient vehicle for seeing where they are and where they're going in terms of both priorities and timelines. The survey answer form which accompanies this booklet will provide each school with a school media profile showing current status, first-year priorities, and five-year goals. The information collected will be used as a feedback mechanism, for the individual media profile which emerges will be returned to the local school for program planning purposes.

3. As a self-evaluative instrument for use by individual schools in monitoring the progress of their media program development. It also indicates to the local schools the criteria by which their media programs will be evaluated at the state level.

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I. MEDIA PROGRAM

	I	II	III	IV
A. Organization of media program	All media are in classroom collections	A limited portion of media collection is centralized	All printed and audiovisual materials are centralized, but in separate locations	All media materials and equipment are located in one centralized facility
B. Selection of materials and equipment	Selection is done by the administration with verbal understandings from faculty	Selection is done by media personnel on the basis of a written policy approved by the principal	Selection is done on the basis of an officially approved written policy which provides specifically for teacher participation	Selection is done on the basis of an officially approved written policy which provides specifically for teacher and student participation
C. Weeding of materials and equipment	Weeding is done by the administration	Weeding is done by media personnel on the basis of an approved written policy	Same as Phase IV	Weeding is done by media personnel on the basis of an approved written policy which provides specifically for teacher participation in determining discard policy for materials and equipment
D. Circulation of materials and equipment	Circulation policy is determined by the administration	Circulation policy is determined by media personnel and is in written form, approved by the principal	Circulation policy is in written form, approved by the principal, and states who may borrow, what items may circulate, checkout time period, fine policies	The circulation policy in Phase III was developed cooperatively by media personnel, principal, teachers and students
E. Location of materials in media center	Only books are available for immediate student usage	All print materials are available for immediate student usage. Special requests must be made for use of audiovisual materials	All materials except recordings, MP films, and videotapes, are immediately available for students (who can operate related equipment) without having to request them	All materials are easily available for students and faculty (who can operate related equipment) without having to request them
F. Card catalog	Only books are cataloged	All materials in the media center can be located through the card catalog (except, perhaps, paperback fiction)	All student materials in the school are centrally cataloged (except, perhaps, textbooks and paperback fiction)	All materials in the school, including the professional library collections, are cataloged and in the central card catalog

	I	II	III	IV
G. Inventory of materials and equipment.	Each building has a limited or periodic inventory of current materials and equipment	Each building has a complete and frequent inventory process for media materials and equipment. Information on district media services is available on request	Media materials and equipment within each building are inventoried and centrally cataloged on a regular basis. Each building center is supplemented by a district media center readily accessible to teachers and providing otherwise unavailable services	All media materials and equipment of permanent value are inventoried, clasified and cataloged centrally, both within the building and for the district as a whole
H. Materials production	Teachers may produce limited amounts of media materials	Students and teachers have limited accessibility to media production facilities	Students, teachers, and media staff produce media materials but are limited by type of material and resources available	All demands for media production are met. Media staff, students, and teachers produce all types of media
I. Utilization of media center				
1. By faculty and staff	Less than 50% of faculty visit the center each week	50–60% weekly	65–80% weekly	More than 80% weekly
2. By students	Less than 20% of the students visit the center daily	20–35% daily	35–50% daily	Over 50% daily
3. Extent of use	During the time the center is open, students or teachers are present at least 70% of the time	During the time the center is open, it is being used by students or teachers at least 80% of the time	During the time the center is open, it is in use at least 90% of the time	The center is always in use by faculty or students when it is open
4. Hours	The center is open only during school hours	The center is open during school hours (including lunch period) and at least 30 minutes before and after classes	In addition to Phase II hours, the center is open an additional 6 hours per week	In addition to Phase II hours, the center is open an additional 20 hours per week
5. Student accessibility	Students may use the center only in scheduled groups	Students may use the center individually only when no group is scheduled for the center	Students are free to come to the center any time it is open	Students are free to come to the center whenever it is open, and there is always room for individual use of the center
6. Media utilization assistance	Media personnel are scheduled to meet with classes 50% or more of the time	Media personnel are scheduled for large group instruction 40–50% of the time	Media personnel are free to work with individual students and teachers at least 60% of the time (large groups no more than 40% of the time)	Media personnel are free to work with individual students and teachers at least 70% of the time

	I	II	III	IV
J. Inservice training	There is no inservice media education program due to inadequate staff capabilities	Inservice training is provided to faculty upon request	Inservice training is regularly provided in the selection, use and evaluation of media and equipment	A continuous inservice program is conducted at all levels for selection, development, production, and use of all types of media
K. Media services	There is no formal planning for dissemination of media services information	Periodic attempts are made to acquaint students and teachers with available media services	Teachers and students are given a specific program of instruction on the use of media and its relationship to the total school curriculum	Teachers are acquainted with all facets of media use and students are at least at their grade level of IMC skills development
L. Media program focus	The media program focuses on the needs of students and faculty based on present facilities and curriculum	The media staff is occasionally asked to provide alternatives to current materials, methods, amd programs	The media program is student and teacher oriented, emphasizing services and techniques which promote individualization of instruction	The media program serves students, faculty, and community by developing innovative programs and experimenting with new methods and technology
M. Curriculum involvement	Media personnel are involved only informally in school curriculum planning	Media personnel are involved in planning for the use of media in the curriculum	Media personnel help plan for media use and the production of additional media for the instructional program	Media personnel are involved in decision-making activities related to the production and use of media in the instructional program

II. STAFF

	I	II	III	IV
A. Professional staff				
1. Librarians employed	At least 1 per 900 students (i.e., 450-student school would have half-time person)	At least 1 per 700 students	At least 1 per 500 students	At least 1 per 300 students
2. Audiovisual specialists employed	At least 1 per 900 students	At least 1 per 700 students	At least 1 per 500 students	At least 1 per 300 students
3. Management functions, including: Training other media personnel; Supervising other media personnel; Planning and organizing media program, facilities, etc.	Professional media personnel spend over 50% of their time	Professional media personnel spend between 40 and 50% of their time	Professional media personnel spend between 30 and 40% of their time	Professional media personnel spend less than 30% of their time
4. Clerical & technical functions, including: Ordering and cataloging materials and equipment; Circulating materials and equipment; Typing; Taking inventory; Producing transparencies, tapes, charts, etc.	Professional media personnel spend more than 50% of their time	Professional media personnel spend between 20 and 50% of their time	Professional media personnel spend between 10 and 20% of their time	Professional media personnel spend less than 10% of their time
5. Utilization functions. Includes serving students by: Providing an atmosphere for inquiry and creativity; Helping them learn how to locate and use materials they need; Providing materials of varying levels of difficulty and on a wide variety of subjects; Helping them be-	Professional media personnel spend between 20 and 30% of their time	Professional media personnel spend between 30 and 40% of their time	Professional media personnel spend between 40 and 50% of their time	Professional media personnel spend more than 50% of their time

	I	II	III	IV
come literate through access to a variety of media and equipment. Includes serving adults by: Providing a professional library and cataloging all available materials; Assisting in selecting and gathering of materials; Providing information on new materials, techniques and outside resources; Assisting in the planning and design of various teaching materials; Providing in-service training including methods of using and evaluating materials, equipment and techniques; Discussing media program and services with faculty, administration and community				
B. Supportive Staff				
1. Number of clerical aides	At least 1 per 900 students	At least 1 per 700 students	At least 1 per 500 students	At least 1 per 300 students
2. Number of audiovisual technicians	At least 1 per 900 students	At least 1 per 700 students	At least 1 per 500 students	At least 1 per 300 students
3. Utilization functions, including: Assisting students and faculty in locating materials and equipment; Operating equipment	Technical and clerical personnel spend more than 50% of their time in these tasks	Technical and clerical personnel spend between 30 and 50% of their time	Technical and clerical personnel spend between 10 and 30% of their time	Technical and clerical personnel spend less than 10% of their time
4. Clerical and technical functions, including: Ordering and cataloging materials and equipment; Circulating materials and equipment; Repairing materials and equipment;	Clerical and technical personnel attempt to operate center with only part-time supervision from district-level media specialists	Clerical and technical personnel operate center with only part-time supervision from building-level media specialists	Clerical and technical personnel spend 100% of their time in these areas under direction of full-time professional media personnel	Clerical and technical personnel spend 100% of their time in these areas under direction of full-time professional media personnel

	I	II	III	IV
Typing; Taking inventory; Producing transparencies, tapes, charts, etc.				
C. Faculty	Less than 50% of the teachers have received formal training in selection, utilization, and evaluation of learning resources	50% to 75% of the teachers have received formal training in selection, utilization, and evaluation of learning resources	More than 75% of the teachers have received formal training in selection, utilization, and evaluation of learning resources	All teachers have had formal training in selection, utilization, and evaluation of all types of learning resources, including a minimum of one college-level course in instructional technology or its equivalent

III FACILITIES

(Do not count any space more than once.)

	I	II	III	IV
A. Displays, card catalog, circulation desk area (count only floor space)				
Enrollment up to 250 students	100–150 square feet	150–200 square feet	200–400 square feet including at least one display case	Over 400 square feet including at least two display cases
Enrollment over 250 students	250–400 square feet	400–500 square feet including at least one display case	500–800 square feet including at least two display cases	Over 800 square feet with two or more display cases
B. Student seating capacity	5% of student enrollment (or a minimum of 20) at 15 square feet per student	8% of student enrollment at 20 square feet per student	12% of student enrollment at 25 square feet per student	15% of student enrollment at 30 square feet per student
C. Individual study carrels	Carrels for less than 1% of student enrollment	Carrels for at least 1% of student enrollment	Carrels for at least 2% of student enrollment	Carrels for at least 3% of student enrollment
D. Individual study area equipment	At least 1 each of the following set up and ready for individual use: filmstrip viewing and tape listening	At least 5% of media center seating capacity set up for following uses: filmstrip viewing and tape and/or record listening	At least 10% of media center seating capacity set up for following uses: filmstrip viewing, tape or record listening, motion picture viewing	15% of media center capacity set up for: individual filmstrip viewing, tape or record listening, motion picture and video tape viewing
E. Small group viewing/listening area	At least 50 square feet	At least 100 square feet	At least 150 square feet	At least 200 square feet
F. Conference rooms (for students and teachers)	At least one room	At least two rooms per 500 students	At least two rooms per 400 students	At least two rooms per 300 students
G. Audio, graphic, and photographic production area	200+ square feet of floor space and 30 square feet of production supply storage	400+ square feet of floor space, 60 square feet of storage, and sink with running water	600+ square feet of floor space, 90 square feet of storage, and sink with running water	800+ square feet of floor space, 120 square feet of storage, and sink with running water
H. AV equipment storage and circulation area	100 square feet	150 square feet	200 square feet	250 square feet
I. Work area for processing materials and minor maintenance.	100 square feet	200 square feet	250 square feet	300 square feet

	I	II	III	IV
J. Professional area/teachers' lounge	150 square feet	300 square feet	300 square feet or 5 square feet per teacher, whichever is larger	300 square feet or 10 square feet per teacher, whichever is larger
K. Office space for professional media staff	75 square feet	100 square feet	125 square feet or 1/4 square foot per student, whichever is larger	150 square feet or 1/4 square foot per student, whichever is larger
L. Classroom provisions for: Bulletin board and display space; room darkening; ventilation; min. 70" X 70" projection screen; electrical outlets, front and back	Less than 25% of classrooms have these media provisions	25% to 50% of classrooms have these media provisions	More than 50% of classrooms have these media provisions	All classrooms in the school have these media provisions
M. Television viewing	Provisions for receiving broadcast television are available in the school	Facilities for receiving broadcast television are available in at least 25% of the classrooms	Facilities for receiving broadcast television are available in at least 50% of the classrooms	Facilities for television reception (off the air and closed circuit) are available in every classroom
N. District-level media center	District-level media center is being planned	District-level media center provides limited processing capability and a film library	District-level center provides facilities for the processing of materials, for graphic production, and has a film library	District-level center provides facilities for processing materials, a film library, all types of media production, a previewing and examination area, and inservice workshops for faculty

IV. MATERIALS

	I	II	III	IV
A. Books (Non-text)	At least 6000 volumes or 10 per student, whichever is greater	8000 volumes or 12 per student, whichever is greater	10,000 volumes or 15 per student, whichever is greater	12,000 volumes or 20 per student, whichever is greater
B. Magazines				
Elementary (K–6)	20	25	30	40
Elementary (K–8)	40	50	55	65
Junior High	60	75	80	100
Senior High	80	100	120	150
C. Newspapers				
Elementary	2	3	4	6
Secondary	4	6	8	10
D. 16mm films	One film per teaching station with a minimum of 300 titles, or an average of 4 film rentals per teaching station per year	One film per teaching station with a minimum of 500 titles, or an average of 6 film rentals per teaching station per year	One film per teaching station with a minimum of 750 titles, or an average of 10 film rentals per teaching station per year	One film per teaching station with a minimum of 1000 titles, or an average of 12 film rentals per teaching station per year
E. Filmstrips and sound filmstrips	500 titles or 1 per student, whichever is greater	750 titles or 2 per student, whichever is greater	1000 titles or 3 per student, whichever is greater	1500 titles or 5 per student, whichever is greater
F. Recordings, reel-to-reel and cassette tapes and discs (exclude electronic lab materials)	1000 titles or 2 per pupil, whichever is greater	1500 titles or 4 per pupil, whichever is greater	2000 titles or 6 per pupil, whichever is greater	3000 titles or 5 per student, whichever is greater
G. 8mm films	150 titles or 1 per student, whichever is greater	250 titles or 1 per student, whichever is greater	400 titles or 1 ½ per student, whichever is greater	500 titles or 1 ½ per student,
H. 2 X 2 slides	1000 professionally prepared slides	2000 professionally prepared slides	3000 professionally prepared slides	4000 professionally prepared slides
I. Transparencies	1000 prepared transparencies or 1 per student, whichever is greater	1500 prepared transparencies or 2 per student, whichever is greater	2000 prepared transparencies or 3 per student, whichever is greater	2500 prepared transparencies or 4 per student, whichever is greater
J. Art Prints	200	300	400	500

	I	II	III	IV
K. Professional collections				
1. Books	200 titles	400 titles	600 titles	800 titles
2. Magazines	20 titles	35 titles	50 titles	60 titles

V. EQUIPMENT

	I	II	III	IV
A. 16mm sound projector	1 per 10 teaching stations plus 1 in the IMC	1 per 7 teaching stations plus 2 in the IMC	1 per 4 teaching stations plus 2 in the IMC	1 per 2 teaching stations plus 4 in the IMC
B. 8mm film loop projector	1 per 10 teaching stations plus 5 in the IMC	1 per 6 teaching stations plus 10 in the IMC	1 per 3 teaching stations plus 10 in the IMC	1 per 2 teaching stations plus 15 in the IMC
C. 2 X 2 remotely controlled slide projector	1 per 15 teaching stations plus 1 in the IMC	1 per 10 teaching stations plus 1 in the IMC	1 per 5 teaching stations plus 2 in the IMC	1 per 3 teaching stations plus 4 in the IMC
D. Filmstrip or combination filmstrip-slide projector	1 per 15 teaching stations plus 1 in the IMC	1 per 10 teaching stations plus 1 in the IMC	1 per 5 teaching stations plus 2 in the IMC	1 per 2 teaching stations plus 4 in the IMC
E. Sound filmstrip unit	1 per 15 teaching stations plus 1 in the IMC	1 per 10 teaching stations plus 2 in the IMC	1 per 5 teaching stations plus 3 in the IMC	1 per 3 teaching stations plus 5 in the IMC
F. 10 X 10 overhead projector	1 per 4 teaching stations plus 1 in the IMC	1 per 3 teaching stations plus 1 in the IMC	1 per 2 teaching stations plus 2 in the IMC	1 per teaching station plus 2 in the IMC
G. Opaque projector	1 per building	1 per floor	1 per floor plus 1 in the IMC	1 per floor plus 2 in the IMC
H. Filmstrip viewer	1 per 3 teaching stations plus 2 in the IMC	1 per 2 teaching stations plus 5 in the IMC	1 per teaching station plus 5 in the IMC	1 per teaching station plus 15 in the IMC
I. Listening station	Portable listening station with 6–10 sets of earphones at a ratio of 1 per 15 teaching stations plus 1 in the IMC, suitable for use with record player, tape recorder, or motion picture projector	Same as Phase I but at a ratio of 1 per 10 teaching stations plus 2 in the IMC	Same as Phase I but at a ratio of 1 per 5 teaching stations plus 2 in the IMC	Same as Phase I but at a ratio of 1 per 3 teaching stations plus 4 in the IMC, 1 set of earphones for each piece of audio equipment for individual use
J. Video tape recorder	1 per building	1 per 15 teaching stations with a minimum of 1 per building	1 per 10 teaching stations with a minimum of 2 per building	1 per 5 teaching stations with a minimum of 2 per building
K. Micro-readers (some with microfiche attachment, only if materials are available)	1 per IMC	Equivalent of 1 per 15 teaching stations—to be located in IMC	Equivalent of 1 per 10 teaching stations—to be located in IMC	Equivalent of 1 per 5 teaching stations—to be located in IMC

	I	II	III	IV
L. Micro-projector	1 per building	1 per 3 science rooms	1 per 2 science rooms	1 per science room
M. Record Player				
K–3	1 per 3 teaching stations plus 1 in the IMC	1 per 2 teaching stations plus 2 in the IMC	1 per teaching station plus 2 in the IMC	1 per teaching station plus 3 in the IMC
4–6	1 per grade level plus 1 in the IMC	1 per 5 teaching stations plus 2 in the IMC	1 per 2 teaching stations plus 2 in the IMC	1 per teaching station plus 3 in the IMC
Secondary	1 per 20 teaching stations plus 1 in the IMC	1 per 15 teaching stations plus 2 in the IMC	1 per 10 teaching stations plus 2 in the IMC	1 per 5 teaching stations plus 3 in the IMC
N. Audio tape recorder	1 per 10 teaching stations plus 1 in the IMC	1 per 7 teaching stations plus 2 in the IMC	1 per 4 teaching stations plus 2 in the IMC	1 per 2 teaching stations plus 2 in the IMC
O. Cassette tape recorder	1 per 5 teaching stations plus 5 in the IMC	1 per teaching station plus 10 in the IMC	2 per teaching station plus 10 in the IMC	5 per teaching station plus 20 in the IMC
P. Projection cart	1 for every 4 pieces of heavy equipment	1 for every 2 pieces of heavy equipment	1 for each piece of heavy equipment	1 permanently assigned to each classroom
Q. Radio receiver (AM/FM)	1 per media center	1 per media center plus central distribution system	2 per media center plus central distribution system	4 per media center plus central distribution system
R. Copying machine	1 per media center	1 per media center plus 1 per 40 teaching stations	1 per media center plus 1 per 30 teaching stations	1 per media center plus 1 per 20 teaching stations
S. Equipment storage	Media equipment storage facilities are limited	There are sufficient storage shelves and drawers for current instructional materials and equipment	There are sufficient storage facilities for all current materials and equipment plus a retrieval system for immediate location of all media	Storage space, including space for future expansion, is provided. Media center has master retrieval system for immediate location of all media

VI. EXPENDITURES *(preceding school year)*

(Include Common School Fund monies but do **not** include federal monies expended.)

	I	II	III	IV
A. Books (exclude textbook and replacement costs)	$5 per student or $1000 per building, whichever is larger	$7 per student or $1000 per building, whichever is larger	$10 per student or $1500 per building, whichever is larger	$15 per student or $1500 per building, whichever is larger
B. Magazines and newspapers				
Elementary	$100	$200	$400	$600
Junior High	$400	$500	$750	$1000
Senior High	$600	$700	$1000	$1500
C. Audiovisual materials (include film rentals, exclude equipment)	$5 per student or $1000 per building, whichever is larger	$7 per student or $1000 per building, whichever is larger	$10 per student or $1500 per building, whichever is larger	$15 per student or $1500 per building, whichever is larger
D. Total annual per pupil expenditure for media materials	1% of national average for per pupil operational cost (1970–71, approximately $840)	2% of national average for per pupil operational cost	3% of national average for per pupil operational cost	4% of national average for per pupil operational cost
E. Professional library materials	$100 per teacher or $150 per building, whichever is larger	$10 per teacher or $200 per building, whichever is larger	$15 per teacher or $300 per building, whichever is larger	$20 per teacher or $400 per building, whichever is larger
F. Budget process	District and building administrators determine educational media budget	Each building instructional unit develops its own educational media budget	The media budget is planned with assistance from the media personnel	The media budget meets the needs of the entire school system and is developed by the professional media staff in consultation with teachers and school administrators

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